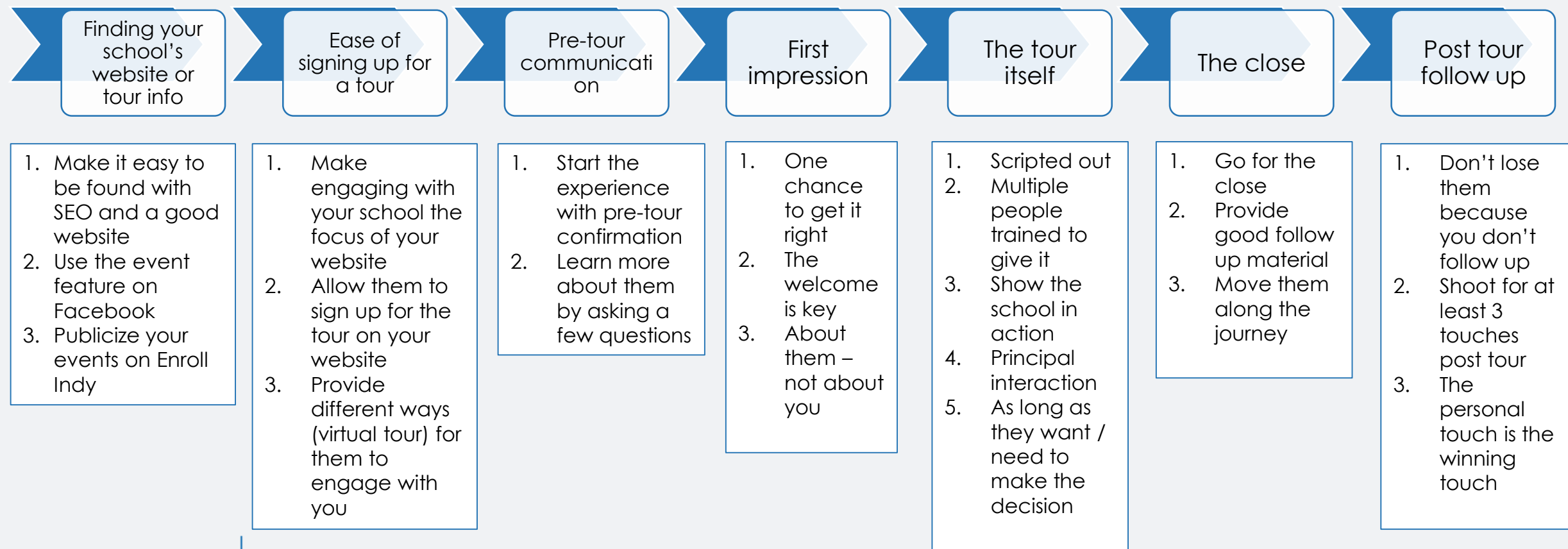


# WHAT ARE THE DIFFERENT STEPS IN A TOUR?



---

## TOP 10 TENANTS OF A GOOD SCHOOL TOUR

1. Make it as easy as possible for prospective parents to find your school
2. Make it as easy as possible for parents to engage in a tour
3. Make sure the entire staff knows about the importance of school tours
4. Start the “courting process” as soon as they sign up
5. Strong first impression
6. Make the tour about them and their child – not about you!
7. The tour is too important to not script it out
8. The tour is designed to allow them to envision their child at your school and wow them
9. Don't be afraid to ask for the enrollment
10. You will lose more families by not following up than you will by checking back in with them